

Missouri Board for Architects,
Professional Engineers,
Professional Land Surveyors and
Professional Landscape Architects
(APEPLSPLA)

Strategic Plan

As conducted and presented by



APEPLSPLA
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Purpose

The intent and purpose of the Missouri Board for [Architects](#), [Professional Engineers](#), [Professional Land Surveyors](#) and [Professional Landscape Architects](#) is to protect the inhabitants of this state in the enjoyment of life, health, peace and safety, and to protect their property from damage or destruction through dangerous, dishonest, incompetent or unlawful architectural, professional engineering, professional land surveying or professional landscape architectural practice and generally to safeguard the public. The Board ensures they are meeting this commitment by conducting Strategic Planning sessions to outline key objectives, goals and action items.

The Board retained the services of People Centric Consulting Group to conduct a Strategic Planning Session and prepare a Strategic Plan to align activities with the intent and purpose of the Board.

Process

In preparation of the Strategic Planning Session, People Centric Consulting Group conducted phone interviews with Bob Hartnett, Chair of the Board, and Judy Kempker, Executive Director. People Centric Consulting Group conducted an online survey of stakeholders to analyze different areas of APEPLSPLA. The Survey results are included at the end of the Strategic Plan. Utilizing the results, People Centric Consulting Group conducted a 2-hour Strategy Session with the Board Members on January 26, 2016, to develop key objectives and action items.



Mission, Vision and Values

Mission

The mission statement clearly states what an organization seeks to accomplish. It describes why an organization exists and defines what the ultimate result of its work is intended to be. APEPLSPLA's mission statement is: To protect the health, safety and welfare of the citizens of Missouri through the regulation of the practice of architecture, engineering, land surveying, and landscape architecture.

Vision

A vision statement goes hand-in-hand with an organization's mission by describing the ideal state of affairs – the destination it is pursuing. APEPLSPLA's vision statement is: Leading the way to a safe and prosperous quality of life for the people of Missouri by protecting all people and their property from dishonest, incompetent or unlawful design practices and services.

Values

Every organization has a set of underlying values, whether stated or not, that contributes to its system of beliefs, ideas, and/or opinions. The Strategic Planning Subcommittee recommends using the following list of values:

- Dedicated to protecting the people and property in Missouri
- Committed to transparency, integrity, and responsiveness
- Concerned about professional standards and competence in design
- Pursuing accountability in licensing, adherence to professional standards, and fairness in disciplinary proceedings
- Striving to communicate effectively with all stakeholders



Key Objectives

Key Objective 1:

Improve education to members of the public (which also includes licensees, members of General Assembly, other state agencies)

Key Objective 2:

Succession planning for Executive Director/Hire and train Assistant Director

Key Objective 3:

More effective use/training of technology

Key Objective 4:

Communication with educational institutions



Key Objective 1

Improve education to members of the public (which also includes licensees, members of General Assembly, other state agencies)

Projects	Champion	Measurable Outcomes
Improving/updating website/making it user-friendly	Martha (plus small committee)	Developing Plan and Timeline by August meeting
Create a position for public outreach/possible Assistant Director	Bob (Board Chair)	3 months after adoption of Strategic Plan
Expand FAQ to municipalities and school boards and other organizations	JC/Craig	Identify/plan by August meeting
Open-houses concurrent with Board meetings to meet with professions/combine webcast?	Bob S	Next meeting – April
Marketing package/Social Media (YouTube video – what the Board does)	Noel	August
Webcasting Board meetings	Abe	August



Key Objective 2

Succession planning for Executive Director/Hire and train Assistant Director

Projects	Champion	Measurable Outcomes
Talk to other boards/best practices Research and create position description	Judy/Bob	Quarterly updates - 1 year/meeting next year
Communicate to decision makers about the need	Bob	



Key Objective 3

More effective use/training of technology

Projects	Champion	Measurable Outcomes
Establishing technology sub-committee	Kelly/Mike P	
Evaluating office processes 6 months after implementation of new system	Dawn	



Key Objective 4

Communication with educational institutions

Projects	Champion	Measurable Outcomes
Identify Plan (learning objectives/target areas)	Kevin/Noel/Dan	
Identify schools/key champions		
Identify templates/presentations		
Working with professional membership associations		
Create opportunities to speak at conferences and other venues	Kevin	Draft outline by next meeting



Contact Information

APEPLSPLA

For more information regarding APEPLSPLA, please contact Judy Kempker, Executive Director, at judy.kempker@pr.mo.gov.

People Centric Consulting Group

For more information about People Centric Consulting Group and our services we provide, please visit www.peopleccg.com or contact our office at 417.887.6760.

